



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:) Group Art Unit: 2611
Ta-Ching PONG) Examiner: N. Vu
Serial Number: 09/881,815) Attorney Docket: PONG3002beu
Filed: June 18, 2001) Confirmation No.: 9271

For: **System And Method For Insertion And Modification Of Advertisements**

AMENDMENT AND RESPONSE

(Submitted Concurrently With Request For Continued Examination (RCE))

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the final Official Action dated August 11, 2005.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 5.